



GLOBAL LEADERSHIP PROGRAMME 2022

Better people
Better organizations
Better society

Montreux, Amsterdam, Seville
April 2022 - October 2022

santelmo
business school

businessschool™
netherlands
the action learning business school



BETTER PEOPLE

Decisions post-COVID and other major
upcoming challenges
Doing the right things and doing things right
The importance of being curious and having true values



BETTER ORGANIZATIONS

Maximizing the potential of your organization
Transforming through technology
Strong corporate governance
San Telmo Business Policy model: Business, Professional
Commitment and Alignment with shareholders



BETTER SOCIETY

A balanced approach towards globalisation
Long term vision
Creating shared value
Driven by purpose





INVESTING IN LEARNING IS MORE IMPORTANT THAN EVER TODAY

"Today more than ever we live uncertain times, complicated moments ... but we must bear in mind that more than thinking about challenges, we must think about opportunities. In this fourth industrial revolution, in this post-covid era, numerous opportunities will be generated, related to digitalization, people (especially during the succession and generational transition), the Business Model to save economic and financial crises, including the aspect of internationalization, innovation, specifically the fourth industrial revolution and the reason for being or purpose, the values, the role of the company in society and the values of property and all stakeholders. The opportunities are there, this kind of reflection forums helps us to see them more clearly. Look for those opportunities, do it generously and surely there is a future for everyone."



Peter Brabeck-Letmathe

Emeritus Chairman of Nestlé (Switzerland)

>> ESPECIALLY DESIGNED FOR:

Leaders who are **open-minded**, who are keen on **impactful organizations** and **passionate** about the world we live in.

>> Chair and Members of Board of Directors

>> CEOs and C-Suite Level Leaders

>> Business Owners and Entrepreneurs

>> Global Senior Executives

>> Directors and Partners

With participants representing more than 10 nationalities from Europe, Asia, Africa, Latin America and the USA.



Ruth Oniang'o, former director of Monsanto and Nestlé (Kenya)

>> WHAT OUR ALUMNI SAY ABOUT THESE KINDS OF PROGRAMMES



"After two decades of professional experience, San Telmo surprised me with an outstanding programme in all perspectives: a particular care for details specially in human relations and networking, creating the perfect conditions for participants to get together, a high quality academic standard, very recent case studies and a charming campus with all the needed technology available. I strongly recommend San Telmo's programmes."

Daniela Simões. Executive Board Member LUIS SIMÕES. (Portugal)



"This is undoubtedly a premium programme, a step up training for senior management. Attention to every detail, from the academic programme, the dynamics of work, the rich experience of all participants, professors and colleagues, as well as all the opportunities to promote relationships in a special environment. When you reach a certain managerial maturity and the company becomes more sophisticated, this programme gives you knowledge and skills to face new challenges with training and renewed enthusiasm."

Antonio Gómez Guillamon. CEO and Founder Aertec Solutions. (Spain)



"COVID-19 is the third major crisis I've faced in leading this company and its 600 employees. My experience in these kinds of programmes is that they inspire hope, foster resilience, and provide me with a network of alumni who are ready to support me when needed."

Seamus McKeague. CEO of Creagh Crencrete Products. (Northern Ireland)



"Without a doubt, this program has allowed me to reset my professional day-to-day life, helping me to reflect, learn and apply the knowledge acquired thanks to the magnificent faculty and the quality of all the participants. I fully recommend San Telmo programmes, especially highlighting its excellent organization, always taking care of every detail, as well as the structure of the content and the sessions with the latest cases, trends and macroeconomics, whose usefulness helps us to open the vision and define the strategy to continue advancing in the goals and challenges that we face as managers".

Lidán Qi Zhou, CEO Puente China. (China)

>> THE PROGRAMME

MODULE 1

26th - 29th
April 2022

Montreux
(Switzerland)

- > Strong Governance
- > Professional Commitment
- > Maximizing Supply Chains
- > Virtuous Business Models

Meet 50 successful
CEOs of listed
multinationals,
Business Owners and
Society Leaders



MODULE 2

13th - 15th
July 2022

Amsterdam
(The Netherlands)

- > Innovation Ecosystems
- > Digital Transformation
- > The impact of Being Curious
- > Sustainability & Value Creation



MODULE 3

24th - 26th
October 2022

Seville (Spain)

- > Creating Shared Value
- > New Post COVID Era
- > Delighting Customers
- > Decisions & Uncertainties

Meet 50 successful
CEOs of listed
multinationals,
Business Owners and
Society Leaders*

.Between each module there will be some remote sessions.

*These dates may be subject to change based on relevant regulations that may exist at the time on COVID 19.

On the screen Anton Colella, Global CEO of Moore Stephens International (United Kingdom)



>> BENEFIT FROM

Insights and experience from leaders in business and society

Case study method

Peer-to-peer learning and networking

Your own Action Learning project

Corporate Visits

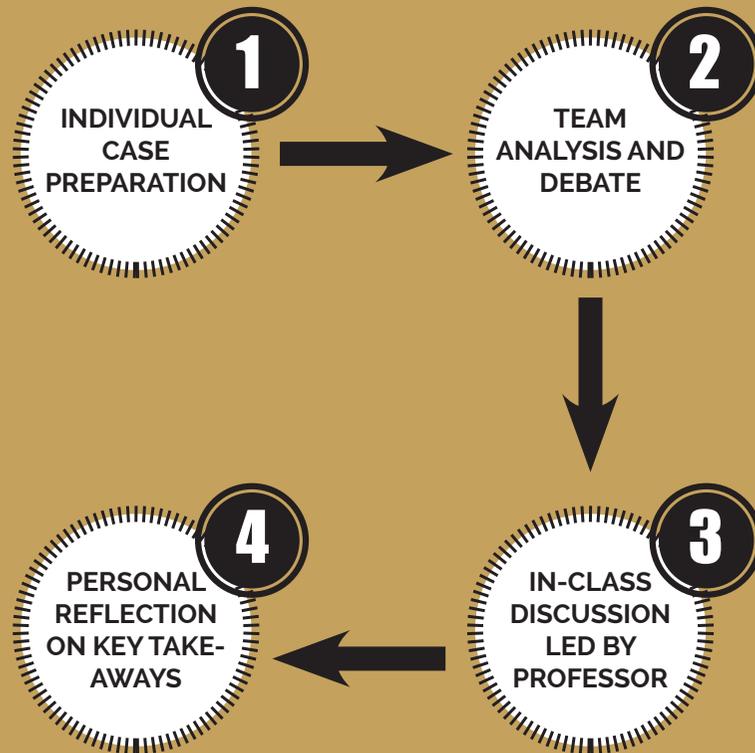
Seminars

World-class professors



Antonio Vázquez, Chairman of IAG (United Kingdom) and Alberto Rodríguez-Toquero, CEO of Mahou-San Miguel Group (Spain)

>> THE HARVARD CASE STUDY METHOD



>> ACTION LEARNING PROJECT

'Act to Learn and Learn to Act' underpins Action Learning Projects, which design innovative, feasible and impactful action-oriented strategies to address pressing business challenges by taking into account different perspectives.



EXECUTIVE COACHING

There is an optional opportunity to avail of an Executive Coach during your Global Leadership Programme experience. Executive Coaching is a powerful learning tool which will aid the participant to increase their performance, attain their goals and increase self-awareness.

Engaging an Executive Coach will help apply the learning during the course and personalise the experience. Other benefits include a greater reflection on their role as a leader in their organization, a support in alignment of personal vision and mission and the possibility to have an aid in developing action plans on specific challenges.

To avail of this option or for further information please contact the programme directors.

>> LEARNING FROM TALENTED EDUCATORS

FACULTY



RAMON CASADESUS
Harvard Business School



JITESH JAIPURIYAR
Business School Netherlands



ANNETTE NIJS
Business School Netherlands



JULIÁN SÁNCHEZ
IPADE Business School



PROF. LUIS Mª HUETE
IESE Business School
San Telmo Business School



JUAN MARTÍNEZ BAREA
San Telmo Business School



CARLOS REY
International University of
Catalonia
San Telmo Business School



STEFAN VAN HOOYDONK
Global Curiosity Institute

GUEST SPEAKERS



ANTONIO AMORIM
Corticeira Amorim
Portugal



ANTON COLELLA
Moore International
United Kingdom



PETER LÖSCHER
Sulzer AG
Germany



RUTH ONIANG'O
Rural Outreach Africa
Kenya



LUIS ARANGUREN
Grupo Arancia
Mexico



MANUEL DOMÍNGUEZ DE LA MAZA
Mayoral
Spain



JUVENCIO MAEZTU
IKEA
Sweden



IGNACIO OSBORNE
Grupo Osborne
Spain



PETER BRABECK-LETMATHE
Nestlé
Switzerland



LUCA GARAVOGLIA
Gruppo Campari
Italy



EUGENIO MONTEIRO
Indian Newsletter
India



MARK SCHNEIDER
Nestlé
Switzerland



PAUL BULCKE
Nestlé
Switzerland



ENRIQUE LORES
Hewlett Packard
USA



NARAYANA MURTHY
Infosys
India



ANTONIO VÁZQUEZ
IAG
UK

>> MEET AND CONNECT WITH SENIOR LEADERS FROM ALL OVER THE WORLD AND SHARE IDEAS WITH THE MEMBERS OF THE BUSINESS POLICY INTERNATIONAL ADVISORY BOARD OF SAN TELMO



Antonio Amorín,
Chairman
Corticeira Amorim
Portugal



Manuel Azuaga,
Chairman
Unicaja
Spain



Peter
Brabeck-Letmathe,
Emeritus Chairman
Nestlé
Switzerland



Javier Cano,
CEO
Eurosemillas
Spain



Patricio Cisneros,
Member of the
Governing Board
Bidadarma
Spain



Luis Conde,
Chairman
Seeliger y
Conde-Amrop
Spain



José Castro,
Chairman
Sevilla F.C.
Spain



José María Cruz,
CEO
Sevilla F.C.
Spain



José Bogas,
CEO
Endesa
Spain



Manuel Domínguez
de la Maza,
CEO
Mayoral
Spain



Antonio García de
Castro,
Executive Chairman
San Telmo Business
School
Spain



Juvencio Maeztu,
Deputy CEO and
Group CFO
Ingka Holding BV
(IKEA)
Sweden



David Howden,
Chairman
Howden
UK



Horacio Fernández,
CEO
Empresas Tajín,
S.A. de C.V.
Mexico



José Gandía,
Presidente
Royal Sat
Spain



Bernard Fay,
Chairman
UHY International
UK



Belén Garijo,
CEO
Merck
Germany



Dimas Gimeno,
Chairman
Dnext Retail, S.L.
Spain



Mauricio González
Gordon,
Chairman
González-Byass
Spain



Juan Manuel
González-Serna,
Chairman
Cerealto Siro Foods
Spain



Lucía Urbán,
Vice Chairman
Cerealto Siro Foods
Spain



Carl Hahn,
Emeritus Chairman
Volkswagen
Germany



Fernando Heredia,
CEO
Alipack Trading Inc
Guatemala



Benedickt Sobotka,
Chief Executive
Eurasian Resources
Group
Russia



Ahmed Al Shaikh,
Director
BiBf
Bahrain



Antonio Huertas,
Chairman
Grupo Mapfre
Spain



Pablo Isla,
Chairman
Inditex, S.A.
Spain



Juan Fco. Iturri,
CEO
Iturri, S.A.
Spain



Ricardo Leal,
Chairman
Grupo Cristian Lay
Spain



Peter Löscher,
Chairman
Sulzer AG
Germany



Pilar
Martínez-Cosentino,
Vice Chairman
Grupo Cosentino
Spain



Seamus McKeague,
CEO
Creagh Concrete
Ireland



Javier Molina,
Chairman-CEO
Befesa
Spain



Eugénio Monteiro,
Chairman
Indian Newsletter
India



Andrew L. Tan,
Chairman-CEO
Alliance Global
Group
Philippines



Narayana Murthy,
Emeritus Chairman
Infosys
India



Verónica Vargas,
Director
Pernod Ricard S.A.
France



Pedro Nueno,
Chairman
CEIBS
China



Ruth Oniang'o,
Founder-CEO
Rural Outreach Africa
Kenya



Ignacio Osborne,
Chairman
Grupo Osborne
Spain



Tomás Pascual,
Chairman
Grupo Leche Pascual
Spain



Eduardo Petrossi,
CEO
Mahou-San Miguel
Spain



Lidan Qi,
Co-CEO
PCH Puente
China-España
China



Liling Qi,
Co-CEO
PCH Puente
China-España
China



Javier Rosales,
CEO
Grupo Alvic
Spain



Annette Nijs,
Chairman
BSN
The Netherlands



José Luis Simões,
Chairman
Grupo Luis Simões
Portugal



Pablo Vargas,
Executive Chairman
Grupo Britt
Costa Rica



Jaime Aguilera,
Executive Vice
President
Unilever
South Africa



Antonio Vázquez,
Chairman
IAG
UK



Luca Garavoglia,
Chairman
Gruppo Campari
Italy



Carlos Añaños,
Chairman
Aje Group
Peru



Jesús Porres,
CEO
Bidadarma
Spain



Jordi Gual,
Chairman
Caixabank
Spain



Luis Aranguren,
Chairman
Grupo Arancia
Mexico



Karim Barday,
CEO
Groupe Basan
Madagascar



José Mª. González,
CEO
Howden
Spain



Ismael Clemente,
CEO
Merlin Properties
Spain



Anton Colella,
Global CEO
Moore Global
UK



Enrique Lores,
Chairman-CEO
Hewlett Packard
USA

>> GROW FURTHER AND STAY CONNECTED THROUGH TWO ALUMNI NETWORKS



Upon successful completion of the GLP, the opportunity opens up to **continue your lifelong professional learning** through our well-established Alumni network.



Our active **Alumni Association** provides you with regular leadership masterclasses, trips away, ongoing contact with our international faculty and special **access to executive education programmes**.



Stay in contact with your peer leaders from the GLP. Grow your network of leaders from across Europe and the rest of the world.



Our **Connect platform** puts you in direct contact with all our Alumni and is an excellent way to find trusted advisers and to tap into the experience of a diverse network.





>> TALK TO US

Schedule a meeting with us to find out more about the programme or

simply call us on
+31 6 53858885

>> PROGRAMME COST

14.500 €

Including:

- > Lectures and training for 3 modules.
- > All course materials and personal mentoring from our faculty.
- > Accommodation.
- > Trips and transfers (flights not included).
- > Meals and hospitality throughout the programme.

>> APPLY

Show your interest

Annette Nijs

anijs@bsn.eu

If due to COVID we will not be able to meet face-to-face in Montreux this year, you will be invited to come to the module in Montreux in 2023 at no extra costs.

For **5.000 €** you can also join us

FOR ONE MODULE IN MONTREUX OR AMSTERDAM

and decide later on the other modules as **WE BELIEVE THAT YOU WILL JOIN THEM ALL**

A reference in **Top Executive Training** for **public and private** companies. A place for **reflection, inspiration**, being **independent, global, excellent** and focusing on **people**.

San Telmo is a **non-profit** institution based in Spain, Europe, devoted to the economic and entrepreneurial development of society. With the academic support of IESE Business School, San Telmo Business School was created in 1982 as an International Center for Top Management Training and Enhanced Learning, with the purpose of meeting the needs of private and public Companies and Institutions.

With more than 12,000 members, San Telmo alumni network is the heart of the institution. San Telmo is what it is because of them.

The Institute is a full member of the major Business Schools Associations in the region: the European Foundation for Management Development (**EFMD**) and the Asociación Española de Escuelas de Dirección de Empresas (**AEEDE**).

Business School Netherlands (BSN), is a **niche private school**, which is formally recognised as a Dutch University of Applied Sciences. Founded in 1988, BSN was amongst **the first to introduce the MBA to The Netherlands**.

BSN is also the proud **pioneer of applying Action Learning in the MBA**. BSN students carried out thousands of Action Learning Projects delivering a direct positive impact to their organisations. BSN believes in **'Act to Learn and Learn to Act'**.

Each year we welcome some 500 students in Europe, Asia and Africa to the BSN multi-accredited (E)MBA's in Dutch, English and Chinese languages. The almost 20.000 BSN alumni are spread across 60+ countries.

BSN highly appreciates the engagement with corporate executives, business owners and other leaders in society. They bring to the students a wealth of practical insights and experience at masterclasses, seminar series, corporate visits and network events. In return, BSN corporate programmes bring these leaders together and keep them up to speed with the latest they need to know and master.

San Telmo Business School and Business School Netherlands have created an alliance to impact people, organizations and society. Together we will work to support senior managers and entrepreneurs and to be part of the future of business and society.

CONTACT:

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